

EC'd Yes Last Received: 08/08/2012 4:54 PM

Showing Buylines: All Lines

Station WVBT-TV NORFOLK, VA. Agency () AMERICAN MEDIA & ADVOCACY GROUP Rep Firm) PHILADELPHIA
Advertiser () RIGELL FOR CONGRESS 815 SLATERS LANE Sales Office ()
Product SCOTT RIGELL ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 2725 Agency C/P1/P2/E 128/216/2725
Buyer Ben Angle Flight Dates 08/21/2012 - 08/27/2012 Salesperson Phone# 215-567-6005
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938
Fax#

--- CONTRACT COMMENT ---

CLIENT: RIGELL FOR CONGRESS SC=*

--- REMARKS ---

THIS IS A NEW POLITICAL ORDER
CONTRACT TOTAL IS \$1475
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	SA	4P-7P	FOX SATURDAY BASEBALL	:30	\$350.00	08/25-08/25	2	1	2	\$700.00	
Rating: 3.8												
	2	SA	1045P-11P	SPORTSWRAPWKND	:30	\$300.00	08/25-08/25	1	1	1	\$300.00	
Rating: 4.4												
	4	SU	1045P-11P	SPORTSWRAPWKND	:30	\$300.00	08/26-08/26	1	1	1	\$300.00	
Rating: 2.0												
	5	TU-F	9A-10A	NATE BERKUS	:30	\$75.00	08/21-08/24	1	1	1	\$75.00	
	6	M	12P-1P	AMERICA'S COURT	:30	\$100.00	08/27-08/27	1	1	1	\$100.00	

---REPORT TOTALS---

Report Totals: 6 / \$1,475.00

---SALES MONTHLY TOTALS---

Aug 12: 5 / \$1,375.00 Sep 12: 1 / \$100.00

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Sales Totals: 6 / \$1,475.00
Station Totals: 6 / \$1,475.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$13,409	CATV 0%	WAVY 41%	WGNT 1%	WPXV 0%	WTKR 21%
		WTVZ 2%	WVBT 11%	WVEC 24%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE